



Financial Impact

- \$5 billion
- 8.3% increase in Iowa
- 6.8% increase for nation

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Financial Impact

\$273 million state tax collections

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Travelers in Iowa

- 2004: 30.5 million
- 2% increase over 2003
- 91% from Iowa or surrounding states
- 54% visited in April - September
- 46% visited October - March

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Tourism Trends

- Shorter, more frequent trips
- Stay closer to home
- Prefer to drive
- Travel as a family
- Visit friends and family
- Making last minute decisions
- Looking for value

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2006 Travel Guide

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IOWA'S NATIONAL HISTORIC LANDMARKS

➤ Iowa's rich history is preserved for visitors of the state's 23 National Historic Landmarks. *Stop back in time and discover Iowa's origins, as well as the role the state played in the history of our nation. Most of the landmarks are open to the public and easily accessible via major state and interstate highways.*



AMANA COLONIES
427 8th Ave.
Amana
319-412-1622 or 800-679-2296
www.amana.com
E-mail: info@amana.com

One of Iowa's most famous travel destinations, these seven authentic German villages were founded as a religious commune 150 years ago. The Amana Colonies preserve their crafts and culture while offering a variety of experiences.

FARM HOUSE
Iowa State University Campus
Ames
515-284-1626 or 515-284-2362
www.istate.edu
E-mail: museum@istate.edu

Built in the 1880s as the first building at Iowa State Agricultural College, the Farm House was home to college faculty and staff for over a century. Today more than 6,000 pieces of Victorian decorative art and antique furnishings are on display.



HERBERT HOOVER BIRTHPLACE
Herbert Hoover Presidential Library & Museum
219 Parkside Dr.
Maize Branch
319-442-5301 or 319-442-2541
www.hoover.archives.gov or www.rps.gov/ho
E-mail: hoover.library@rps.gov

The grounds of this presidential library and museum include President Hoover's birthplace cottage, a reconstructed blacksmith shop, one-room schoolhouse, 75-acre golf course and other center operated by the National Park Service.



HISTORIC GENERAL DODGE HOUSE
808 Third St.
Council Bluffs
712-322-2408
www.dodgehouse.org
E-mail: gason@dodgehouse.org

This Victorian house-museum was built by General and Mrs. Dodge in 1850. It is a fine example of a Civil War general's railroad banker and politician. Annual holiday demonstrations include 25 Christmas trees adorned in a variety of styles.



GEORGE M. VERITY TOWBOAT
Part of the George M. Verity Railroad Museum
Verity Park
Kirkville
319-524-4700 or 800-363-1219
www.veritymuseum.org
E-mail: kevin@veritymuseum.org

The George M. Verity pushboat/towboat was built in 1927 and retired in 1960. Now its original boiler, machinery, crew quarters and pilothouse. Photos of 150+ current residents and artifacts of the towboat are on display.



LONG STAR STEAMER TOWBOAT
Part of the Buffalo Bill Museum
180 N. First St.
La Crosse
603-289-1500 or 800-289-4800
www.buffalobillmuseum.org

This historic tugboat was built in 1907 and is a national historic landmark. It is the last wooden-hull steamship and was the last steam tugboat built in the United States.


National Historic Landmarks

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INTERSTATE HIGHWAY SYSTEM



The 50th Anniversary

OF AMERICA'S INTERSTATE HIGHWAY SYSTEM

In 1970, a young Dwight D. Eisenhower was serving as a lieutenant colonel in the Army when he accompanied a survey of 88 military vehicles on an arduous 62-day trip from coast to coast. The difficult journey convinced Eisenhower that the United States needed an organized system of roads for more efficient cross-country transportation and national defense.

His vision began to take shape on June 26, 1956, when, as the nation's 34th president, he signed the Federal Aid Highway Act into law. Now 50 years later, more than 45,000 miles of roads make up the Interstate Highway System — including roughly 500 miles traversing the state of Iowa.

Today the system of U.S. interstates is officially titled the Dwight D. Eisenhower National System of Interstate and Defense Highways. Iowa will commemorate the project's 50th anniversary by helping to host a caravan along Interstate 80 from California to Washington, D.C. in June 2016. The 11-day trek includes stops in 17 cities along the route and retraces the original 1913 trip that passed through Iowa on the Lincoln Highway. During this event, Iowans everywhere will have an opportunity to celebrate the Interstate Highway System and learn more about its past, present and future.

For information on Iowa activities, log on to www.interstate50th.com/index. Additional information can be found at www.interstate50th.org.

50th Anniversary of Interstate

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IOWANS KNOW ENTERTAINMENT INSIDE and OUT.

This arts and entertainment scene is alive and well in Iowa. From music to museums and theater to art galleries, the state abounds in cultural opportunities. Check out a science museum. Experience an IMAX film. See headline musical acts in state-of-the-art concert venues. Attend one of the nation's preeminent downtown art festivals. Shop the state's many galleries for artistic works of art. In Iowa, your cultural options are endless. So get out and enjoy. To learn more, visit traveliowa.com or call 800.245.IOWA, Ext. 303.





Fall Coop Ad

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IOWA TOURISM

2006

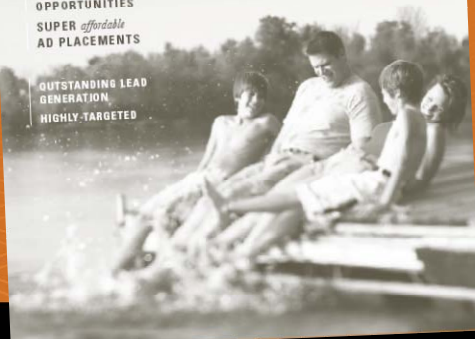
CO-OP ADVERTISING GUIDE

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PROGRAMS

that get **RESULTS**

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Travel Federation of Iowa Legislative Showcase

Wednesday February 8

5:00 to 8:00 p.m.

4-H Building, Iowa State Fairgrounds

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Vision Iowa

- 17 applications for Vision Iowa funding have been received
- 13 projects have been funded through Vision Iowa

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Vision Iowa Awards

- **Mid-American Recreation and Convention Complex**, Council Bluffs - \$24,000,000 Grant & \$7,000,000 loan
- **River Renaissance on the Mississippi**, Davenport - \$20,000,000
- **America's River**, Dubuque - \$40,000,000
- **Bridge View Event Center**, Ottumwa – 7,500,000
- **Capital City Vision Project**, Polk County – 55,000,000 Grant & \$15,000,000 forgivable loan
- **River's Edge**, Sioux City - \$21,000,000

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Vision Iowa Awards

(continued)

- **West Tarkio Reservoir/Lake**, Clarinda - \$12,000,000
- **Cedar Valley River Renaissance**, Cedar Valley - \$9,500,000
- **Things to Do With a River View**, Clinton - \$3,300,000
- **Rediscovering the River**, Des Moines - \$4,000,000
- **Great River Gateway**, Burlington - \$4,250,000
- **Cedar Bend**, Cedar Rapids - \$5,000,000
- **Project Awaysis**, Storm Lake - \$6,000,000 & \$2,000,000 from CAT funds

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Vision Iowa

- Total amount awarded is \$226,550,000
- Total project costs for the 13 funded projects is \$942,118,179
- All available Vision Iowa Funds have been awarded.

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Vision Iowa Success Stories

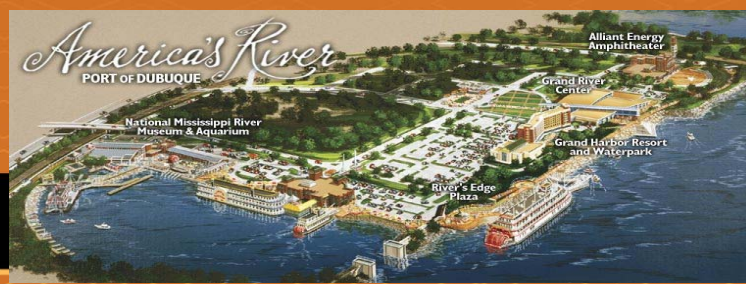
- America's River, Dubuque
- River's Edge, Sioux City
- River Renaissance on the Mississippi River, Davenport
- Mid-American Recreation and Convention Complex, Council Bluffs

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America's River

- Located in Dubuque, Iowa
- This project features five major components:
National Mississippi River Museum & Aquarium,
Grand River Center, Dubuque Greyhound Park & Casino, Alliant Energy Amphitheater, and
Mississippi Riverwalk



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America's River

PORT of DUBUQUE



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River's Edge

- Located in Sioux City, Iowa
- This projects includes the construction of a new events center, Lewis and Clark interpretive center and ground transportation center.



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River's Edge



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River Renaissance on the Mississippi River

Figge
Museum



- Located in Davenport, Iowa
- This project is made up of three parts: The River City Music Corridor, the Arts Corridor and the New Economy Corridor.

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Mid-American Recreation and Convention Complex

- Located in Council Bluffs, Iowa
- This project includes the construction of multi-use arena, multi-use field house/exhibit facility, and convention complex. The complex will also entail recreational, entertainment, shopping and restaurant venues.



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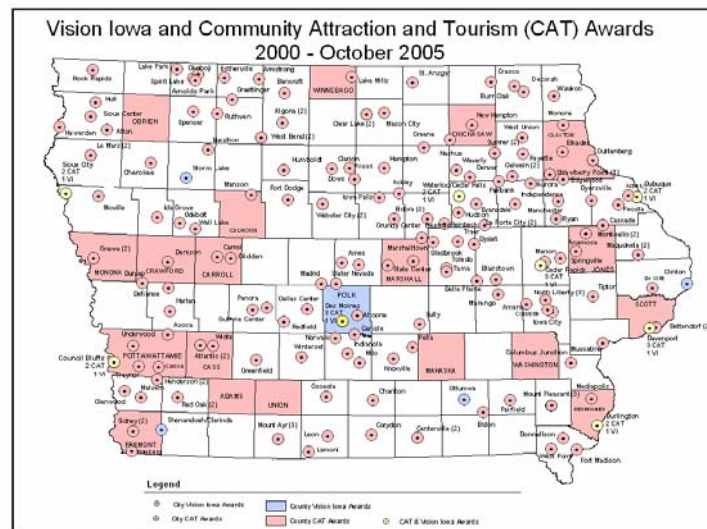
Community Attraction & Tourism (CAT) Program

- 262 applications have been received to date.
- 211 awards have been made
- Total amount awarded to date is \$69,570,027
- Total project costs equal \$519,955,224

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Vision Iowa and CAT Awards Across the State of Iowa



Future CAT Funds Available

- \$976,047 is available in FY 2006
- \$9,120,000 is available in FY 2007
- \$11,650,000 is available in FY 2008
- \$12,000,000 is available in FY 2009
- \$12,000,000 is available in FY 2010

Small Population Areas

Legislation requires that one-third of each year's CAT allocation, or \$4,000,000, be reserved for small population area applications.

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Small Population Areas

- Total amounts awarded to small population areas by fiscal year:
 - 2001 - \$5,139,000
 - 2002 - \$7,056,116
 - 2003 - \$7,523,500
 - 2004 - \$4,251,000
 - 2005 - \$12,763,470
 - 2006 (to date) - \$3,345,555

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Pending Requests

- There are currently 20 applications undergoing staff and/or Board review.
- These application requests total approximately \$27,900,322.
- The total project costs equal \$135,490,252.

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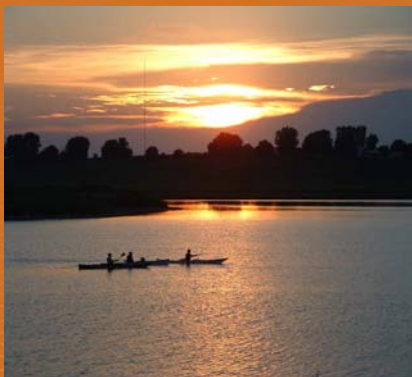
CAT Program Success Stories

- Connect Iowa, Ames
- Elkader Opera House, Elkader
- West Point Library, West Point
- Olson Cultural Events Center, Le Mars
- Performing Arts & Education Association of Southwest Iowa, Red Oak

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Connect Iowa



- Located in Ames, Iowa
- Total project cost - \$6,472,250
- CAT Grant - \$1,500,000
- The project involved land acquisition, prairie-wetland ecosystem restoration, and development of a regional park with a trail system called the Ames Nature Preserve.

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Elkader Opera House

- Located in Elkader, Iowa
- Total project cost - \$350,550
- CAT Grant - \$175,000
- The project renovated the Opera House built in 1903.



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Elkader Opera House



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West Point Library

- Located in West Point, Iowa
- Total project cost - \$900,000
- CAT Grant - \$200,000
- This project consists of Community Library, Museum, and Tourist Information Center



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Olson Cultural Events Center



- Located in Le Mars, Iowa
- Total project cost - \$291,750
- CAT Grant – \$60,000
- This project is a multi-purpose facility capable of housing a variety of recreational, cultural and educational events.

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Olson Cultural Events Center

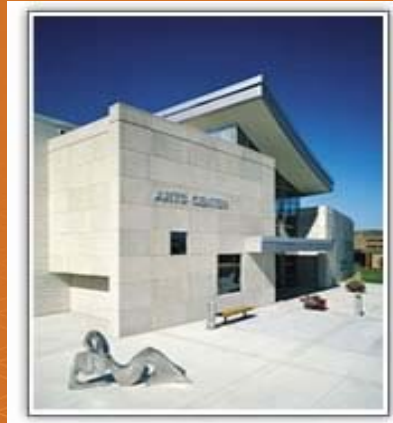


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Performing Arts & Education Association of Southwest Iowa

- Located in Red Oak, Iowa
- Total project cost - \$5,123,947
- CAT Grant - \$1,000,000
- This project consists of the construction of a performing arts and education center.



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Questions?

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